REF
306.0979
R313
2000

D

City and County of San Francisco

RESULTS OF THE 2000 CITIZEN SURVEY

DOCUMENTS DEPT.

MAY 12 2000

SAN FRANCISCO
PUBLIC LIBRARY

Ed Harrington, Controller

Controller's Performance Management Unit
with assistance from the
Public Research Institute, San Francisco State University

April 2000

5/S

GOVERNMENT INFORMATION CENTER
SAN FRANCISCO PUBLIC LIBRARY

SAN FRANCISCO
PUBLIC LIBRARY

REFERENCE
BOOK

Not to be taken from the Library

City and County of San Francisco

RESULTS OF THE 2000 CITIZEN SURVEY

Ed Harrington, Controller

Prepared by the
Controller's Performance Management Unit
Anne M. Jenkins, Director
Marianna A. Marysheva, Analyst

with assistance from the
Public Research Institute, San Francisco State University

April 2000

Survey Conducted January – February 2000

JUN 24 2000

SAN FRANCISCO PUBLIC LIBRARY
3 1223 05519 2729

EXECUTIVE SUMMARY

The Citizen Survey

The San Francisco Citizen Survey is part of an ongoing effort to measure and improve the performance of City government. One of the most direct ways to measure the outcomes of the City's efforts—that is, the extent to which services are having their desired results—is to ask the users of those services. The 2000 Citizen Survey is the fifth annual survey conducted by the Controller's office for the City and County of San Francisco. In this fifth year, we continue to:

- measure changes over time in citizens' opinions of services such as libraries, parks and Muni;
- introduce new questions—on quality of street cleanliness and repair; and
- seek the best ways to measure citizens' opinions.

Major Findings in 2000

- Ratings of **Muni's timeliness and reliability** have improved since 1999.
- Ratings of **Muni's cleanliness**, **fares** and **safety** have also improved over the past four years.
- Ratings of **park facilities** have improved since 1997, with respondents rating them higher in 2000 than in any other year.
- On average, survey respondents give the **City's streets** a **fair** rating for cleanliness and pavement condition.
- Respondents are more satisfied with the conditions of **streets in their own neighborhoods** than in the City in general. However, there are significant variations by geographic region. While citywide, 43% of respondents rate neighborhood street cleanliness favorably, this percentage varies from 32% in the Southeast area to 59% in the Western area.
- Respondents' feelings of **safety** have **improved** somewhat since 1997, for walking in the downtown area, both day and night, and in their neighborhoods and parks at night. Safety ratings for neighborhoods and parks during the day have not changed significantly over years.
- People feel less safe **crossing the street** than in 1999.
- Residents of the **Southeast** section of the City continue to be less satisfied with Muni, parks, streets and safety than are residents of the rest of the City.
- Ratings of **library** services are generally the same as in previous years: a majority of respondents rate library services as good or very good.
- Ratings of the **overall quality** of City services have remained the same for four years. About half of respondents rate the general quality of City services as fair, and another third say that the quality of City services is good.

3 1223 05519 2729

Survey Method

In January and February of 2000, we surveyed a total of **2,097** San Franciscans. Of the total sample, **79%** (1,664) completed a written questionnaire, and **21%** (433) were interviewed by telephone. Response rates were **34%** for the written survey (1,664 questionnaires returned out of 4,836 mailed and deliverable) and **46%** for the telephone (433 completed interviews out of 950 calls to eligible residents).

How the Survey Sample Represents the City's Population

Each year we try to draw a sample of survey respondents that resembles the City's population in demographic characteristics. On average, however, survey respondents are **more educated**; include **fewer African-American**, **Asian-American** and **Latino/Hispanic**, and **more white** residents; are less likely to live alone; and have been in San Francisco longer than the population as a whole.

For education and ethnicity, the survey results reported here have been **weighted** to correct for the distortion in the sample and to provide more accurate estimates of the views of the population of adult San Franciscans. That is, the weighted results approximate the responses we **would have received** if the survey respondents were more representative of the population. The adjusted results show fewer visits to *City parks,* more favorable ratings of *Muni's timeliness and reliability,* and lower ratings of *safety* walking alone than we would have seen without weighting the data. Weighting also resulted in a slight increase in *Muni ridership;* a small decrease in favorable ratings of *Muni fares*; and a slight improvement in ratings of *Muni cleanliness, library collections, hours, children's programs and computer resources,* and *general City performance.* Other areas of the survey, such as ratings of parks, City streets, Muni routes and safety, and library visits, were not affected noticeably by weighting.

Unless otherwise noted, differences described in this report are "statistically significant"; that is, they indicate differences in the population. A statistically significant difference is one that is large enough, compared to the difference that sampling error alone might produce, that we can be confident it represents a real difference in the population of San Franciscans.

Comparing Results Over Time

This report includes observations on trends over the years 1997 through 2000. Although we conducted a survey in 1996, a different sampling method resulted in findings that are not comparable to those of subsequent years. This year's report presents **weighted** data for the last four years, 1997 through 2000. Previously published Citizen Survey reports are not directly comparable to this one because they reflect the **unweighted** responses. Where there are discrepancies between this report and earlier ones, this report should be considered the more accurate.

Results of the 2000 Citizen Survey

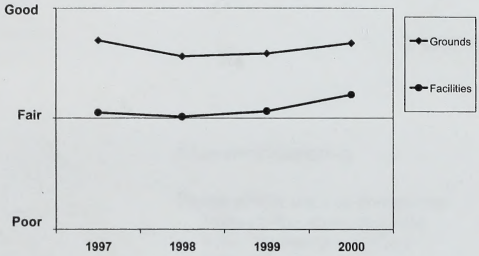
Table of Contents

	Pages
Executive Summary	**i-ii**
Summary of Survey Responses	**1-17**
Parks and Recreation Programs	1-2
Public Transportation (Muni)	3-4
Public Libraries	5-6
City Streets	7-8
Public Safety	9-11
General City Government	12
Demographic Information	13-17
Survey Process and Methodology	**18-21**
Appendix A: Map and List of Geographic Areas	**A1-A2**

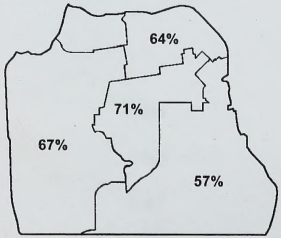
SUMMARY OF SURVEY RESPONSES

PARKS AND RECREATION PROGRAMS

Average Survey Ratings of Park Quality



Percentage of Survey Respondents who Rate the Quality of Park Grounds "Good" or "Very Good"



Summary Findings

- As in previous years, in 2000 survey respondents rate the quality of park **grounds** (landscaping, plantings) more favorably than they rate park **facilities** (cleanliness, maintenance).
- Ratings of park **grounds** are similar to ratings in previous years, and average between **good** and **fair**.
- Ratings of park **facilities** have improved since 1997, with respondents rating them higher in 2000 than in any other year.
- As in 1999, **frequent visitors** (once a month or more) to Golden Gate Park rate park grounds more favorably than those who visit the Park less often.
- Consistent with 1999 findings, respondents living in the **Southeast** part of the City rate quality of park grounds less favorably than those from the **Central** and **West** regions of the City.
- As in previous years, residents of the **West** region of the City visit Golden Gate Park most often, while **Southeast** residents visit least often.
- About 23% of survey respondents indicate that a member of their household has participated in a City **recreational** activity in the past year. This is similar to reported participation in previous years.
- About half of the respondents to this survey did not rate the City's **recreation programs**, indicating that they had not used them.
- Of those respondents who give an opinion of the convenience, cost and quality of City recreation programs, **half** or more chose **good** or **very good** ratings. Another **35-40%** rate the programs as **fair**.
- Ratings of the **convenience** and the **cost** of City's recreation programs have improved slightly since 1997.

PARKS AND RECREATION PROGRAMS

Survey Questions and Responses

In general, how do you rate the quality of the City's parks in the following categories?

- grounds (landscaping, plantings)
- facilities (cleanliness, maintenance)

VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE**
15%	48%	30%	5%	2%	1948	2.32
7%	31%	42%	15%	5%	1858	2.79

In the past **year**, how often did you:

- visit Golden Gate Park?
- visit other City parks?

AT LEAST ONCE/WEEK	AT LEAST ONCE/MONTH	SEVERAL TIMES/YEAR	ONCE OR TWICE/YEAR	NEVER	NUMBER OF RESPONSES
11%	15%	34%	27%	13%	2064
13%	15%	24%	28%	20%	2007

In general, how do you rate the City's recreation programs and facilities (such as recreation/ community centers, playgrounds, drama and dance classes, art centers, summer day camps, etc.)?

- convenience (location, hours)
- cost
- quality of programs

VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE**
13%	45%	34%	6%	2%	1130	2.39
10%	43%	37%	7%	3%	1045	2.49
8%	42%	41%	6%	3%	1051	2.52

Did anyone in your household take part in a City recreation activity in the past year?

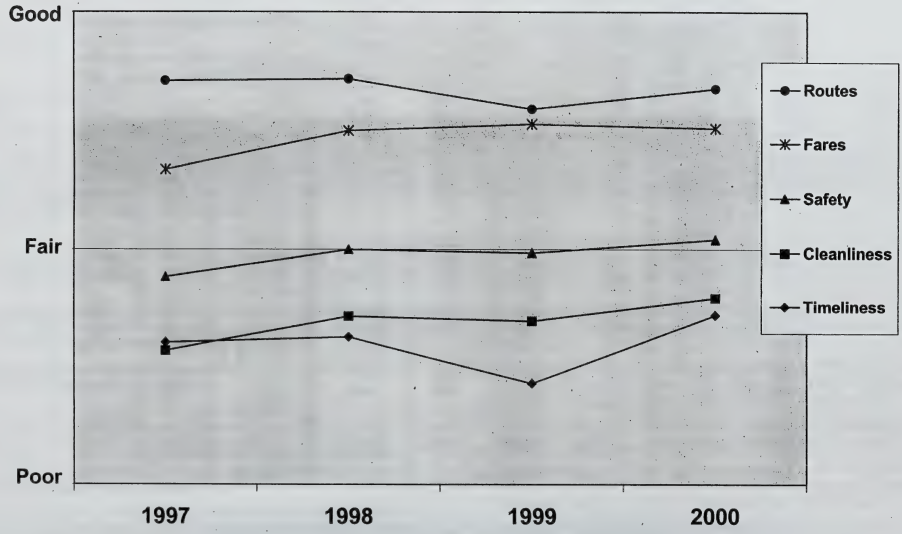
Percentage of respondents reporting someone had participated in a recreational activity

AGE 12 & UNDER	AGE 13 TO 18	AGE 19 TO 54	AGE 55 & OVER
7%	5%	7%	7%

** A lower mean score is more favorable.

PUBLIC TRANSPORTATION (MUNI)

Average Survey Ratings of Muni Service



PUBLIC TRANSPORTATION (MUNI)

Summary Findings

- Ratings for Muni services range from **good** for convenience of routes to close to **poor** for timeliness and reliability.
- Muni's **timeliness** and **reliability** have been the least favorable aspect of Muni service. However, this rating has **improved**, from 48% fair or better in 1999 to 58% fair or better in 2000.
- Ratings of **cleanliness** of Muni vehicles have improved over the past four years. In 1997, 14% of respondents rated Muni cleanliness as **good** or **very good**; in 2000, this number went up to 23%.
- Ratings of Muni **fares** have improved as well. For example, in 1997, 41% of respondents gave Muni fares good or very good ratings; in 2000, this number increased to 53%.
- Survey respondents have also rated Muni **safety** higher since 1997: while only 27% said that Muni safety was good or very good in 1997, 34% rated Muni safety as good or very good in 2000.
- Ratings of the **courtesy** of Muni drivers have not changed significantly over years, averaging at **fair**.
- More than half of adult San Franciscans ride Muni several times a week or more. Residents **under age 20** are the most likely to be frequent Muni riders, with 76% riding at least several times per week.
- **Frequent users** (several times a week or more) rate Muni routes as more convenient than do infrequent users.
- **Southeast** residents are less satisfied with convenience of routes, fares, and safety on Muni than are residents of the rest of the City.
- Respondents with **college** education rate timeliness and reliability lower than those with high school education or less.
- Compared to other groups, **African-American** respondents are more likely to rate Muni cleanliness, timeliness and reliability, and driver courtesy favorably. **White** respondents rate Muni fares more favorably than other respondents.

Survey Questions and Responses

In general, how do you rate the quality of the Muni transit system in the following categories?

	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE**
♦ convenience of routes	20%	43%	26%	6%	5%	1876	2.32
♦ timeliness/reliability	5%	18%	35%	27%	15%	1868	3.28
♦ cleanliness	4%	19%	41%	25%	11%	1869	3.21
♦ fares	15%	38%	36%	6%	5%	1870	2.49
♦ safety	7%	28%	38%	18%	9%	1866	2.96
♦ courtesy of drivers	9%	29%	37%	14%	11%	1887	2.90

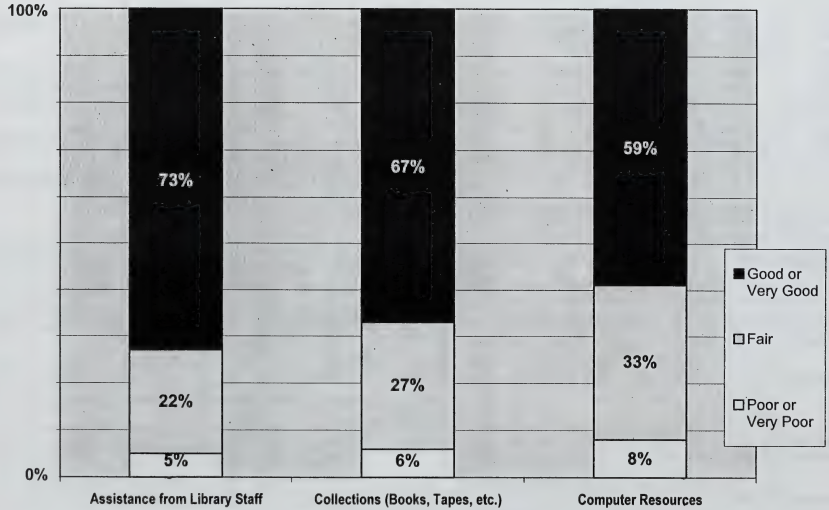
In a typical month, how often do you ride Muni?

DAILY	SEVERAL TIMES/WEEK	ONCE OR TWICE/WEEK	SEVERAL TIMES/ MONTH	ONCE OR TWICE/ MONTH	NEVER	NUMBER OF RESPONSES
34%	18%	8%	12%	16%	12%	1961

** A lower mean score is more favorable.

PUBLIC LIBRARIES

Ratings of Public Library Services



PUBLIC LIBRARIES

Summary Findings

- Ratings of library services are generally the same as in previous years: a majority of respondents rate library services as good or very good, whether or not they are regular visitors to the City's main or branch libraries.
- **Staff assistance** continues to receive the most favorable ratings in 2000 (73% good or very good); other library ratings range from 59% to 67% favorable.
- **The Main Library**: As in 1999, frequent users (once a month or more) rate quality of children's programs higher than do infrequent users. Unlike in previous years, in 2000 frequent users also give a higher rating to the quality of computer resources in City's libraries. Frequent users of the Main Library are more likely than infrequent users to be younger (18-29); have less than high school education; be African-American, Asian-American, or Latino/Hispanic; and live in larger households (three people or more).
- **Branch libraries:** As in previous years, frequent users rate convenience of library hours and assistance from library staff more favorably than do infrequent users. Frequent users of branch libraries are more likely than infrequent users to be middle-aged (30 to 59 years old); have no paid employment; be African-American, Asian-American or Latino/Hispanic; and live in larger households (three people or more).
- As in 1999, few respondents frequently **contact City libraries** by computer or telephone.

Survey Questions and Responses

In general, how do you rate the quality of the City's libraries in the following categories?

	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE**
♦ collections of books, tapes, etc.	18%	49%	27%	5%	1%	1416	2.21
♦ convenience of hours	17%	47%	28%	7%	1%	1432	2.28
♦ assistance from library staff	23%	50%	22%	4%	1%	1385	2.10
♦ computer resources	16%	43%	33%	7%	1%	1135	2.34
♦ programs and activities for children	21%	46%	28%	4%	1%	815	2.18

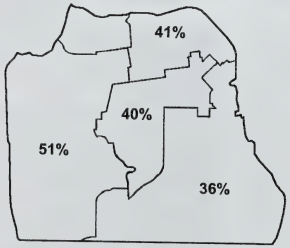
In the past year, how often did you:

	AT LEAST ONCE/WEEK	AT LEAST ONCE/MONTH	SEVERAL TIMES/YEAR	ONCE OR TWICE/YEAR	NEVER	NUMBER OF RESPONSES
♦ visit the City's Main library?	4%	14%	21%	20%	41%	2030
♦ visit branch libraries?	7%	16%	22%	15%	40%	2008
♦ contact a City library by telephone?	2%	2%	8%	13%	75%	1999
♦ contact a City library by computer?	1%	2%	4%	6%	87%	1988

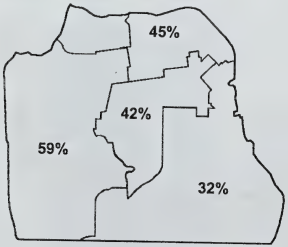
** A lower mean score is more favorable.

CITY STREETS

Percentage of Survey Respondents who Rate the **Pavement Condition** of their Neighborhood Streets "Good" or "Very Good"



Percentage of Survey Respondents who Rate the **Cleanliness** of their Neighborhood Streets "Good" or "Very Good"



Summary Findings

- In the year 2000, survey respondents were asked for the first time to rate the condition of City streets.
- Almost half of the respondents give **City's streets fair** ratings, with good and poor ratings given in almost equal proportions. Few say that the quality of street conditions and cleanliness are very good or very poor.
- Respondents are more satisfied with the conditions of streets **in their own neighborhoods** than in the City in general; there are twice as many favorable as unfavorable ratings.
- There are significant variations by **geographic region** in ratings of the quality of streets in respondents' own **neighborhoods**. For example, while the citywide proportion of the "good" and "very good" ratings for the **cleanliness** of neighborhood streets is 43%, this number varies from 32% in the Southeast area to 59% in the West area.
- Residents of San Francisco for **over 19 years** rate the pavement condition of City streets lower (fair on average) than those who have lived in the City for **19 years or less**.
- Respondents with at least some **college education** rate the pavement condition and cleanliness of City streets less favorably than those with high school education or less.
- **White** residents rate the pavement condition of City streets better than other groups. **Latino** residents are less satisfied with the cleanliness of their neighborhood streets than Asians or whites.
- **Older residents** (over 74 years of age) rate the cleanliness of neighborhood streets more favorably (good on average) than any other age group.

CITY STREETS

Survey Questions and Responses

How do you rate the **City's streets** in the following categories?

	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE**
♦ pavement condition (i.e., smoothness)	5%	22%	44%	21%	8%	2056	3.07
♦ cleanliness	6%	20%	45%	21%	8%	2033	3.05

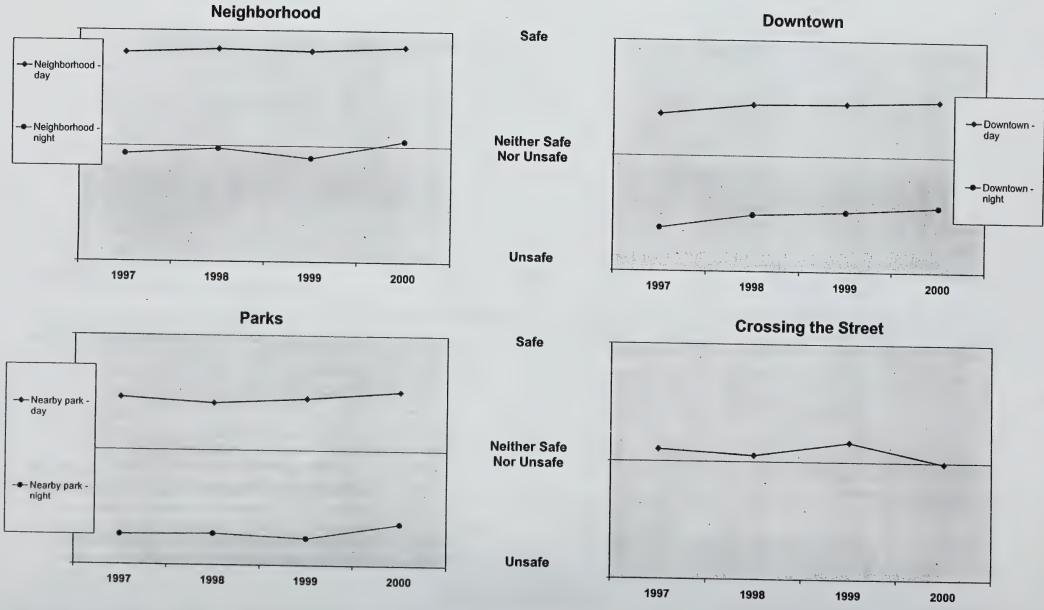
How do you rate the **streets in your neighborhood** in the following categories?

	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE
♦ pavement condition (i.e., smoothness)	9%	32%	38%	15%	6%	2054	2.76
♦ cleanliness	10%	33%	35%	15%	7%	2034	2.75

** A lower mean score is more favorable.

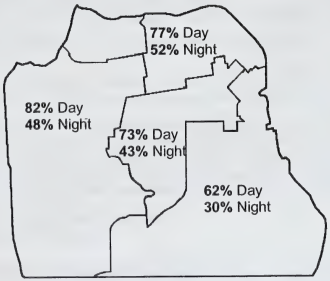
PUBLIC SAFETY

Average Ratings of Safety, Walking Alone



PUBLIC SAFETY

Percentage of Survey Respondents who Feel Safe or Very Safe Walking Alone in their **Neighborhood**



Summary Findings

- On average, San Franciscans feel **safe** to **neutral** walking alone in the daytime, but many feel unsafe at night. There are significant differences by area of the City, age, and ethnicity.
- The number of survey respondents who report feeling safe or very safe walking in the **downtown** area, both day and night, has increased since 1997.
- In 2000, more residents feel safe or very safe in their **neighborhoods** at **night** than in previous years.
- Safety ratings for **neighborhoods** and **parks** during the **day** have not changed significantly over years. Each year, about 70% of respondents say they feel safe or very safe walking in their neighborhoods in the daytime; and over half of the respondents indicate feeling safe or very safe walking in parks close to home during the day.
- City residents still feel unsafe walking in **parks** close to home at **night**, even though safety ratings for this category have improved since 1997.
- **Southeast** residents feel **less safe** walking alone in their neighborhoods or in the park, day or night, or downtown during the day, than those in other areas of the City.
- Respondents aged **60 and older** generally feel less safe than do younger residents. In some situations – such as walking in downtown – the **youngest adults** (under the age of 20) also feel less safe than respondents aged 20 to 59.
- **Gay respondents** report feeling safer than others walking in their neighborhoods during day or night, in the park closest to their home during the day, or downtown at night.
- **White** respondents report feeling safer than African-American, Asian and Latino respondents about walking in their neighborhoods or downtown, day or night, or walking in the park in the day.
- Ratings for safety while **crossing City streets** have declined somewhat since 1999. More than one-third of respondents indicate feeling unsafe or very unsafe crossing the streets. Of all ethnic groups, **African-American** respondents feel the least safe crossing the street.

PUBLIC SAFETY

Survey Questions and Responses – Walking Alone and Crossing Streets

How safe would you feel walking alone:

	VERY SAFE 1	SAFE 2	NEITHER SAFE NOR UNSAFE 3	UNSAFE 4	VERY UNSAFE 5	NUMBER OF RESPONSES	MEAN SCORE
during the day							
♦ in your neighborhood?	29%	43%	18%	6%	4%	2070	2.14
♦ in the park closest to you?	16%	41%	26%	12%	5%	2030	2.49
♦ downtown?	13%	44%	25%	12%	6%	2042	2.52
at night							
♦ in your neighborhood?	8%	32%	26%	23%	11%	2055	2.96
♦ in the park closest to you?	2%	14%	24%	38%	22%	1995	3.64
♦ downtown?	4%	16%	30%	32%	18%	1999	3.44
How safe do you feel crossing the street?	6%	34%	26%	22%	12%	2040	3.01

Summary Findings – Crime

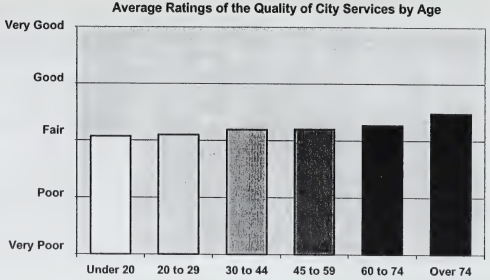
- ❖ In the 12 months preceding the 2000 survey, about 17% of respondents experienced **nonviolent crime** (burglary, car theft, etc.); this number is lower than what was reported in previous years. About 8% of respondents were victims of a **violent** crime; the rate has not changed significantly over the years.
- ❖ Similarly to previous years, crime victims **reported** 63% of violent crimes and 53% of nonviolent crimes to the police.
- ❖ Residents **between 20 and 29 years old** experienced more nonviolent crime than other age groups. Among all ethnic groups, **whites** were most likely to be victims of a nonviolent crime.
- ❖ People who have been **victims of a violent crime** in the past year report feeling less safe walking in their neighborhood, park, or downtown during the day, and in their neighborhood at night, than do non-victims.

Survey Questions and Responses – Crime

Have you been a victim of a crime during the last twelve months, and if so, was it reported to police?
(If more than once, please answer for *the last time*.)

	WAS VICTIM OF CRIME, REPORTED TO POLICE	WAS VICTIM OF CRIME, DID NOT REPORT	WAS VICTIM OF CRIME, TOTAL	WAS NOT VICTIM OF CRIME	NUMBER OF RESPONSES
♦ Violent crime (mugging, rape, assault, battering, etc.)	5%	3%	8%	92%	1947
♦ Nonviolent crime (burglary, car theft, etc.)	9%	8%	17%	83%	1953

GENERAL CITY PERFORMANCE



Summary Findings

- Ratings of the overall quality of City services have remained the same for four years. About half of respondents rate the general quality of City services as **fair**, and another third say that the quality of City services is **good**.
- There is no significant difference in ratings of local government performance by **region** of the City.
- Respondents with **four or more years of college** rate City services somewhat less favorably than those with high school education or less.
- Ratings of the quality of City services improve steadily with **age**: younger people (18-29 years of age) rate City services least favorably, while older respondents (60 years of age or older) give general City performance the most favorable ratings.

Survey Questions and Responses

Overall, how good a job do you think local government is doing at providing services?

	VERY GOOD 1	GOOD 2	FAIR 3	POOR 4	VERY POOR 5	NUMBER OF RESPONSES	MEAN SCORE**
2000 Survey	5%	34%	47%	12%	2%	2026	2.72
1999 Survey	5%	35%	49%	9%	2%	1853	2.70
1998 Survey	4%	33%	51%	10%	2%	1849	2.72
1997 Survey	6%	33%	50%	8%	3%	1197	2.68

** A lower mean score is more favorable.

DEMOGRAPHIC INFORMATION

Information on the San Francisco population is included here for comparison with the survey sample. Where available, recent population estimates are included, but in some cases, the best information available comes from the 1990 Census. Comparisons with the Census are inconclusive, in that: (1) the Census undercounted certain groups within the City, and (2) population characteristics have changed since 1990. The comparison data give us an idea of how well the survey sample represents the population. In the case of education and ethnicity, we have used the population data to assign weights to survey responses, in order to provide more accurate estimates of the views of the population of adult San Franciscans. The demographic data that follow are unweighted.

How many people live in your household?

	1	2	3	4	5	6 OR MORE	NUMBER OF RESPONSES
2000 Survey	20%	35%	19%	13%	7%	6%	2028
1999 Survey	21%	37%	17%	13%	7%	5%	1871
1998 Survey	22%	36%	16%	14%	6%	6%	1866
1997 Survey	22%	36%	16%	14%	6%	6%	1164
1990 Census	39%	30%	13%	9%	4%	5%	

- As in previous years, people who **live alone** are underrepresented in the sample of 2000.
- The **Central** and the **North** regions of the City account for higher proportions of households with one to two persons, while the **Southeast** and **West** areas of the City have more households with four or more persons.

How long have you lived in San Francisco?

	LESS THAN 1 YEAR	1 TO 4 YEARS	5 TO 9 YEARS	10 TO 19 YEARS	OVER 19 YEARS	NUMBER OF RESPONSES
2000 Survey	2%	15%	16%	21%	46%	2066
1999 Survey	2%	16%	15%	21%	46%	1906
1998 Survey	2%	15%	16%	22%	45%	1912
1997 Survey	3%	15%	19%	29%	44%	1183
2000 Combined	17%			83%		
1990 Census	27%			73%		

- The survey sample includes a higher than expected proportion of people who have been in San Francisco **five years or longer**. The gap between the survey sample and the Census is about the same in 2000 as in previous years.
- Mailing lists for individuals inevitably omit a lot of people who have been in the City **less than one year**.

DEMOGRAPHIC INFORMATION

Do you own or rent your home?

	OWN	RENT	NUMBER OF RESPONSES
2000 Survey *(adult individuals)*	43%	57%	2044
1999 Survey *(adult individuals)*	43%	57%	1888
1998 Survey *(adult individuals)*	44%	56%	1893
1997 Survey *(adult individuals)*	42%	58%	1179
1998 data from SF Rent Board *(households)**	35%	65%	

* These figures are consistent with 1990 Census data.

- In 2000 as well as in previous years, survey respondents were **homeowners** more frequently than Census respondents, and this difference was greatest for the mail survey.
- Survey respondents in the **West** and **Southeast** regions of the City include more homeowners than in the North and Central regions.
- Comparison data were not available for individuals, as opposed to households. Some of the difference between the percentage of renters in the survey sample and the household data reported here is the result of the renters having on average fewer individuals per household than homeowners do.

What is your sex?

	FEMALE	MALE	NUMBER OF RESPONSES
2000 Survey	54%	46%	2061
1999 Survey	51%	49%	1905
1998 Survey	51%	49%	1905
1997 Survey	54%	46%	1179
2000 SF Population (Cal. Department of Finance)	51%	49%	

- Both the telephone and the mail surveys were similar to the California Department of Finance projections for gender in the year 2000.
- Only the **Central** region of the City had more males (56%) than females.

DEMOGRAPHIC INFORMATION

What is your age?

	Under 20	20 TO 29	30 TO 44	45 TO 59	60 TO 74	OVER 74	NUMBER OF RESPONSES
2000 Survey	3%	18%	34%	24%	15%	6%	2055
1999 Survey	2%	18%	32%	24%	16%	8%	1897
1998 Survey	1%	16%	34%	25%	16%	8%	1897
1997 Survey	1%	16%	32%	25%	17%	9%	1182
2000 SF Population (Cal. Department of Finance)	2%	13%	36%	26%	14%	9%	

- The mail survey reaches a disproportionate number of people aged **60 and older**, while the telephone method is more likely to reach those **under 30 years of age**.
- Together, the two methods result in an age distribution similar to that estimated for the San Francisco population.

Which of these comes closest to describing your sexual orientation?

	BISEXUAL	GAY/LESBIAN	HETEROSEXUAL	OTHER	NUMBER OF RESPONSES
2000 Survey	3%	9%	86%	2%	1889
1999 Survey	3%	11%	84%	2%	1750
1998 Survey	4%	10%	83%	3%	1749
1997 Survey	5%	9%	82%	4%	1094

- The **Central** region of the City has the highest reported proportion of gay or lesbian residents, at 22%.
- We do not have a benchmark against which to measure how well our sample represents the City. However, the proportions have not changed significantly over the years of the survey.

DEMOGRAPHIC INFORMATION

Which of these comes closest to describing your ethnic background?	AFRICAN-AMER./BLACK	ASIAN OR PACIFIC ISL.	LATINO/ HISPANIC	NATIVE AMER./INDIAN	WHITE/ CAUCASIAN	MIXED OR OTHER	NUMBER OF RESPONSES
2000 Survey	5%	25%	12%	1%	52%	5%	2022
1999 Survey	5%	28%	9%	1%	52%	5%	1853
1998 Survey	5%	30%	7%	<1%	51%	7%	1864
1997 Survey	5%	30%	7%	<1%	50%	7%	1160
2000 SF Adult Pop. (Cal. Dept. of Finance)	9%	33%	15%	<1%	43%	0%	

- **African-Americans** are underrepresented in the survey sample. Some portion of the difference may reflect the inclusion of a **mixed ethnicity** option on the survey. This option was not included in the 1990 U.S. Census, on which the State Department of Finance estimates above are based.
- The **Asian-American** population is more underrepresented in the 2000 survey sample than in previous years. We are looking for ways to increase participation of this group in the Citizen Survey.
- **Latino** residents are only slightly underrepresented in the 2000 survey sample, possibly because the number of Latino respondents increased considerably in the telephone survey. Sampling this year included additional Spanish surnames in an attempt to correct previous underrepresentation.
- Relative to other areas of the City,
  - the **Southeast** has a higher proportion of African-American and Latino/Hispanic respondents;
  - the **West** has a higher proportion of Asian respondents; and
  - the **Central** and **North** sections have higher proportions of white respondents.
- As described on pages 19 through 20, survey results have been **weighted** by ethnicity and educational level to adjust for underrepresentation of some groups.

DEMOGRAPHIC INFORMATION

What is the highest level of education you have completed?

	LESS THAN HIGH SCHOOL	HIGH SCHOOL	LESS THAN 4 YRS COLLEGE	COLLEGE OR POSTGRADUATE	NUMBER OF RESPONSES
2000 Survey	5%	15%	25%	55%	2045
1999 Survey	6%	13%	25%	56%	1878
1998 Survey	6%	16%	24%	55%	1888
1997 Survey	6%	18%	28%	48%	1165
1990 Census	22%	18%	27%	33%	

- The survey sample includes a higher proportion of **college graduates** than the overall San Francisco population as reflected in the 1990 Census. We expect that the Census data may be outdated, given changes in the City's population during the last ten years.
- Respondents with high school education or less are most likely to live in the **Southeast** region, while those with college degrees are distributed more equally between regions.

How many hours a week do you work in paid employment?

	NONE	1 TO 14	15 TO 35	35 OR MORE	NUMBER OF RESPONSES
2000 Survey	25%	4%	11%	60%	2012
1999 Survey	26%	3%	11%	60%	1744
1998 Survey	27%	2%	12%	59%	1779
1997 Survey	29%	3%	12%	56%	1061
1990 Census	30%	3%	12%	55%	

- More than two-thirds of those between the ages of 20 and 59 work full time, while most of those under 20 or over 60 years old are not employed.

SURVEY PROCESS AND METHODOLOGY

A. Purpose of the Survey

The 2000 Citizen Survey is part of an ongoing effort to measure and improve the performance of City government in San Francisco. Increasingly, government auditor-controllers are reporting on "service efforts and accomplishments" as well as financial performance. Everyone needs information on the extent to which services are having their desired results; that is, the *outcomes* of the City's efforts. One of the most direct ways to measure outcomes is to ask the users of City services.

This is San Francisco's fifth annual Citizen Survey. We have introduced some new questions this year, on the quality of City streets. For the most part, however, we ask the same questions each year, in order to measure changes over time in people's experience and perceptions of City government services. With several years of data for comparison, we can better evaluate the success of policy and budget initiatives.

B. How the Survey Questions are Developed

The 2000 survey covers parks, recreation programs, public transportation (Muni), libraries, streets and public safety, as well as the performance of City government in general. Survey questions have been developed to meet the following criteria:

(1) the services or issues in question are of concern to a large number of San Franciscans;

(2) services are visible to or used by enough people that a large number of survey respondents can rate them;

(3) survey questions provide information that is not more easily obtained from another source; and

(4) all questions fit on a one-piece mailer and do not take so long to complete as to discourage responses.

The omission of a service area does not necessarily reflect a lack of importance to the City, but may result from a lack of space, or an assessment that a citywide survey is not the best way to measure performance in that area. For example, we removed questions about public schools and the fire department from the survey after learning in 1996 that only a small proportion of our sample had sufficient experience to give an opinion of these services.

In interpreting the results of the survey, it is worth noting that many factors influence the ratings of a particular service, including different expectations for different types of services. Similar surveys in other areas have found that certain services are consistently rated more highly than others. For example, libraries get higher ratings than transit in other cities, as well as in San Francisco.

C. Survey Methods and Response Rates

We surveyed a total of 2,097 San Franciscans, using two methods – a mailed questionnaire and telephone interviews. Of the total sample, 79% were surveyed by mail and 21% by telephone.

1. Written Questionnaire

In January 2000, the Controller's office sent questionnaires to 5,500 randomly selected San Franciscans, with a letter explaining the purpose of the survey and how to complete it. Reminder postcards and a second copy of the survey followed after a few weeks. The pool of potential respondents was reduced to 4,836 by surveys that were undeliverable because of incorrect or out-of-date addresses. By mid-February (our cutoff point to start analyzing results), we had received 1,664 responses, for a **response rate of 34%**.

Before mailing the survey, we sent out a postcard with telephone numbers to call for a survey in Chinese or Spanish. There were 27 requests for Chinese-language questionnaires and 12 requests for the Spanish-language version.

We numbered each questionnaire in order to track responses, but asked respondents to remove the page with their name and address. Individual responses have been kept confidential. The numbering system serves two purposes: it allows us to send follow-up mailings only to those who have not responded, and to analyze responses by area of the City.

2. ***Telephone Interviews***

For the third year, we also surveyed San Franciscans by telephone. The 433 interviews included the same questions as the written questionnaire. The **response rate was 46%**, out of 950 phone calls to eligible residents.

The Public Research Institute at San Francisco State University conducted the telephone interviews. Respondents were screened for age (at least 18 years old), residency in San Francisco, and ability to understand questions in English or another available language. Of the 433 telephone interviews, 26 were conducted in Spanish, seven in Cantonese and five in Mandarin.

D. Sample Sources

The mail survey respondents' names and addresses came from two sources: State Department of Motor Vehicles records and County voter registrations. These files were merged, and duplicate records were eliminated where possible.

We selected individuals randomly within each zip code. The number drawn in each zip code reflects that area's proportion of the adult population of the City, adjusted for low response rates in some zip codes.

Telephone numbers for interviews were generated randomly by Genesys Sampling Systems, a professional sampling company. The numbers were drawn from a comprehensive cross-section of listed and unlisted residential telephone numbers. (Approximately 70% of all San Francisco residential numbers are unlisted.) Exchanges were selected in order to get respondents from all areas of the City. Telephone respondents were not asked their identities, but only their zip codes.

E. How Well do the Survey Respondents Represent San Franciscans?

Respondents to the 2000 Citizen Survey differ in some respects from the San Francisco population. Where these differences may lead to biased estimates of the opinions of San Franciscans, we correct for the distortion through weighting the survey responses. In comparing demographic characteristics with data on San Franciscans as a whole, we find that survey respondents:

- are more educated;
- include fewer African-American, Asian-American and Latino/Hispanic, and more white residents;
- are less likely to live alone; and
- have been in San Francisco longer

than the population as a whole. Some of the distortion in our sample is a result of who we are able to reach – the composition of our mailing list and the distribution of telephone numbers. Another source is **non-response bias**, which occurs when those who choose to respond differ in demographic characteristics, and opinions, from those who do not respond.[1]

It is common for whites and for people with more education to respond to surveys at a higher rate than other groups. In the case of **education** and **ethnicity**, the survey results reported here have been **weighted** in

[1] The differences in responses to the first and second mailings of the survey suggest that the more "reluctant" respondents include more traditionally underrepresented people, and that additional efforts to encourage more participation can result in a more representative group.

order to counteract this bias and to provide more accurate estimates of the views of the population of adult San Franciscans. The weighted results approximate the responses we **would have received** if the survey respondents were more representative of the population. The adjusted results show:

- fewer visits to *City parks*;
- more favorable ratings of *Muni's timeliness and reliability*; and
- lower ratings of *safety* walking alone

than we would have seen without weighting the data. Slighter effects appear in the following areas:

- an increase in reported *Muni ridership*;
- less favorable ratings of *Muni fares*; and
- more favorable ratings of *Muni cleanliness, library collections, hours, children's programs and computer resources,* and *general City performance.*

Other areas of the survey, such as ratings of parks, City streets, Muni routes and safety, and library visits, were not affected noticeably by weighting.

F. Analysis by Neighborhood

We have divided the City into four large areas, based on zip codes. [2] Appendix A includes a map of these areas, and shows the geographic breakdown of the number of survey responses. The four areas are as follows:

Central: 94102, 94103, 94114, 94117, 94131 (Civic Center, South of Market, Haight, Buena Vista, Fillmore, Castro, Noe Valley, Diamond Heights, Glen Park, Twin Peaks, Glen Canyon Park).

North: 94104, 94105, 94108, 94109, 94111, 94115, 94123, 94133 (Financial District, Russian Hill, Nob Hill, North Beach, Chinatown, Telegraph Hill, Pacific Heights, Western Addition, Marina, Cow Hollow).

Southeast: 94107, 94110, 94112, 94124, 94134 (Mission, Potrero Hill, Bernal Heights, Bayview, Hunters Point, Excelsior, Ingleside, Visitacion Valley, Portola, Ocean View).

West: 94116, 94118, 94121, 94122, 94127, 94132 (Richmond, Seacliff, Presidio Heights, Laurel Heights, Sunset, West Portal, St. Francis Wood, Miraloma Park, Forest Hill, Parkside, Stonestown, Park Merced).

A small number of responses are excluded from the neighborhood analysis, from respondents who could not be associated with a zip code.

G. Interpreting the Results

The survey data were analyzed using statistical methods to decide whether differences of opinion between groups observed in the sample represent real differences in the population of San Franciscans. Unless otherwise noted, differences between groups described in this report are "statistically significant"; that is, they indicate differences in the population. A statistically significant difference between groups is greater than its margin of error. It is large enough, compared to the difference that sampling error alone might produce, that we can be confident it represents a difference in the population of San Franciscans.

With a total sample size of 2,097, the estimated sampling error for this survey is about ±2.1% at the 95% confidence level. This means that we are 95% confident that all adult San Francisco residents would produce responses to each survey question within a little more than two percentage points of the results obtained from this sample. For

[2] Using large areas allowed for sample sizes large enough to detect differences among groups. Boundaries were chosen to provide demographic as well as geographic similarity. No grouping scheme is ideal for all questions; for example, the Mission zip code of 94110 is included in the Southeast group, but it is more like the Central group for the purposes of Muni routes. Similarly, while the Haight area zip code 94117 is included in the Central group, it is more like the West group in terms of visits to Golden Gate Park.

example, 48% of survey respondents rated park grounds as "good"; we are 95% sure that if we asked all San Francisco residents, we would get a response between about 46% and 50% for this same item.

Sampling errors are larger than 2.1% for sample subgroups, such as residents of the Central part of the City, and for questions that received fewer responses, such as ratings of recreation programs.

This measurable error, which results from using a sample to represent a whole population, does not account for other sources of error which are more difficult to measure, such as non-response bias.

H. Changes over Time

Throughout the report, our observations on trends in the responses to the Citizen Survey cover the years 1997 through 2000. Although we conducted a survey in 1996, we used a different sampling method, and consequently the people who responded to the survey differed from the respondents in subsequent years, in both opinions and demographic characteristics. The 1996 findings are not comparable to the later surveys for measuring trends.

Data for the years 1997 through 2000 have been weighted to adjust for disproportionate representation of some educational levels and ethnic groups. These weights were not assigned in previous years. Therefore, printed reports from previous Citizen Surveys are not directly comparable to this one. Where there are discrepancies between this report and earlier ones with regard to prior year findings, this report should be considered the more accurate.

I. Acknowledgments

The Public Research Institute (PRI) at San Francisco State University conducted the telephone interviews and performed the statistical analysis for this report. Holley Shafer coordinated the project, taking over from Geneviève Ste-Marie. Elise St. John and Elena Sharapova provided research assistance. Marylin Davis, Pamela Lu, Erika Fisher, Franz Gwazdon, Kelli Mathews, Francisco Areliano, and Diane Tenio helped with data collection. Rufus Browning, Director of PRI, guided the project.

In the Controller's office, Francisca Johnson, Levella Johnson, Carolyn Lew, Lydia Lozada, Rowena Rand and Cecile Soliai provided valuable assistance with mailing, coding and translation.

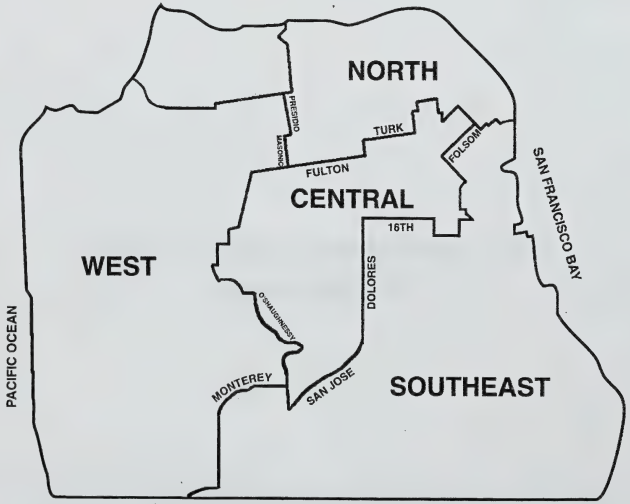
We extend thanks to David German, Salla Vaerma, Linda Zane, and other staff of the City's Reproduction and Mail Services for the design, printing and mailing of the survey questionnaire, as well as the printing of this report.

We are indebted to the City of Portland, particularly Richard Tracy and Ellen Jean, who shared information and samples of Portland's Citizen Survey and performance measures report, from which we have borrowed heavily.

All of the report's conclusions are the responsibility of the Controller's office.

APPENDIX A:
Map and List of Geographic Areas

Map of Geographic Areas for Survey Analysis



Geographic Areas for Survey Analysis

Area	Zip Code	Neighborhoods	SF Adult Population (1)		Mail Sample 2000		Phone Sample 2000		Total Sample 2000	
Central	94102	Civic Center	26,003	4.3%	80	4.8%	12	2.8%	92	4.4%
	94103	South of Market	17,137	2.8%	42	2.5%	9	2.1%	51	2.4%
	94114	Castro, Noe Valley	30,145	5.0%	57	3.4%	17	3.9%	74	3.5%
	94117	Haight-Ashbury, Buena Vista	35,091	5.8%	89	5.4%	26	6.0%	115	5.5%
	94131	Diamond Hts, Glen Park, Twin Peaks	24,766	4.1%	61	3.7%	21	4.9%	82	3.9%
			133,142	22.0%	329	19.8%	85	19.6%	414	19.7%
North	94104	Financial District	54	0.0%	-	0.0%	-	0.0%	-	0.0%
	94105	Financial District South of Market	573	0.1%	2	0.1%	-	0.0%	2	0.1%
	94108	Chinatown, Union Square	13,003	2.2%	32	1.9%	2	0.5%	34	1.6%
	94109	Russian Hill, Nob Hill	44,009	7.3%	111	6.7%	22	5.1%	133	6.3%
	94111	Embarcadero	3,436	0.6%	12	0.7%	2	0.5%	14	0.7%
	94115	Pacific Heights, Western Addition	26,535	4.4%	68	4.1%	19	4.4%	87	4.2%
	94123	Marina, Cow Hollow	20,548	3.4%	59	3.6%	18	4.2%	77	3.7%
	94133	Telegraph Hill, North Beach	24,251	4.0%	62	3.7%	8	1.9%	70	3.3%
			132,409	21.9%	346	20.8%	71	16.4%	417	19.9%
Southeast	94107	Potrero Hill, South of Market	11,262	1.9%	43	2.6%	8	1.9%	51	2.4%
	94110	Mission, Bernal Heights	60,748	10.1%	169	10.2%	58	13.4%	227	10.8%
	94112	Excelsior, Ingleside, Ocean View	53,522	8.9%	161	9.7%	38	8.8%	199	9.5%
	94124	Bayview, Hunters Point	19,005	3.1%	56	3.4%	21	4.9%	77	3.7%
	94134	Portola, Visitacion Valley	24,833	4.1%	62	3.7%	24	5.5%	86	4.1%
			169,370	28.0%	491	29.5%	149	34.4%	640	30.5%
West	94116	Parkside, Forest Hill	31,007	5.1%	93	5.6%	15	3.5%	108	5.2%
	94118	Laurel Heights, Richmond	30,945	5.1%	81	4.9%	23	5.3%	104	5.0%
	94121	Richmond, Seacliff	32,041	5.3%	73	4.4%	16	3.7%	89	4.2%
	94122	Sunset	41,153	6.8%	118	7.1%	24	5.5%	142	6.8%
	94127	W. Portal, Miraloma Pk., St. Francis Wd	14,087	2.3%	36	2.2%	14	3.2%	50	2.4%
	94132	Stonestown, Park Merced	19,966	3.3%	60	3.6%	23	5.3%	83	4.0%
			169,199	28.0%	461	27.7%	115	26.6%	576	27.5%
	94100	Other/Unknown	-	0.0%	37	2.2%	13	3.0%	50	2.4%
Total City			604,120	100.0%	1,664	100.0%	433	100.0%	2,097	100.0%

(1) Sourcebook of Zip Code Demographics, 1998 ed.